

**MARK SCHEME for the May 2008 question paper**

**CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM**

**5253      Travel Organisation, Maximum mark 100**

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

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	<p><b>Level 3</b> Candidate develops points by describing how the information about the specific needs of customers helps tour operators/travel agents to provide a better service to its customers and refers to illustrative examples</p> <p><i>E.g. Tour operators/travel agents can ensure their customers' needs are met which will ensure an enjoyable, hassle free holiday. It might also bring about repeat business for them. For example if a customer is vegetarian, they will be able to pre-book appropriate meals for outbound and inbound journeys. If they know that a customer is disabled (e.g. wheelchair dependent) they can inform the airport and request assistance.</i></p>	5–6	
(c)	<p>MAX of 4 on either section.</p> <p><b>Health precautions</b> – ideas such as: ensure all medical requirements met; obtain appropriate vaccinations/don't need vaccinations for Canary Isles; explain needs for preventative measures such as using sun screen/hat; advice on drinking water; Take out health insurance etc</p> <p><b>Passports and visas</b> – ideas such as: passports must have at least 6 months before expiry; all customers must have their own passport; check if visas required/visa will not be required for Canary Isles; obtain these well in advance from Embassy/Consulate in home country; have copy of passport when travelling; take photocopy of passport etc</p>	6 x 1	AO4/A O6

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2 (a) (i)	Cost of a 14 night holiday for an adult in April 2009 = £1195. Accommodation provider = Le Palmar (beach resort) Departure airport = Heathrow	3 x 1  [3]	AO1
(ii)	In each case credit 1 mark for a simple statement, 2 marks if developed:  <i>E.g. Scheduled flights = run to a timetable (1) often by larger/national airlines/using hub airports etc (2)</i> <i>Regional airports = airports in outlying parts of the country/outside the capital (1) often used for charter flights/smaller airports/domestic flights/or example etc (2)</i> <i>Return transfers in Mauritius = journey between airport and hotel (1) at beginning and end of holiday/by coach or minibus etc (2)</i>	3 x 2  [6]	AO2
(b)	Benefits such as: more legroom; more comfortable seats; priority boarding/without having to wait; better quality food; dedicated check-in desks; extra baggage allowance; departure lounge access; dedicated cabin crew etc	2 x 1  [2]	AO2
(c)	Details such as: type of credit card (eg Visa/Mastercard) credit card/account number; expiry date etc	2 x 1  [2]	AO4
(d)	Ideas such as: <b>A tour operator:</b> puts together a package holiday; and produces brochures; for a travel agent to sell; and has reps in place at the resort;  <b>A travel agent:</b> helps people book their holiday; for a commission from the operator; gives you information about the holiday resort when you book your holiday/hands out brochures; and makes your travel arrangements; and provides ancillary services.	4 x 1  [4]	AO1

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(e)	<b>Levels of response</b>		AO2
	<p><b>Level 1</b> Simple statements that identify advantages and/or disadvantages.</p> <p><i>It gives travellers a chance to rest between their long flights; see somewhere they may not have been before; it would cost more etc</i></p>	1–3	
	<p><b>Level 2</b> Developed statements relating to the <b>advantages or disadvantages</b> with sound understanding demonstrated.</p> <p><i>E.g. Advantages such as: Travellers would have the opportunity of visiting an extra country before they return home and if they are active/ energetic they would probably enjoy the extra adventure. It helps reduce the likelihood of jet lag.</i></p> <p><i>Or disadvantages such as: They will probably be very tired so unable to sightsee/will only be able to rest in their hotel rooms. It makes the journey back longer and extends the time away. It would cost more as rooms would need to be booked.</i></p>	4–6	
<p><b>Level 3</b> Developed statements explaining both the <b>advantages and disadvantages</b>.</p> <p><i>Travellers would have the opportunity of visiting an extra country before they return home. However they will probably be very tired so they may have to rest in their hotel rooms rather than being able to sightsee. On the other hand if they are active/energetic they would probably enjoy the extra adventure. Having a stopover at the end of the holiday is advantageous because it helps do away with jet lag, but for those keen to get home it extends the time away. It would cost more as rooms would need to be booked.</i></p>	7–8	[8]	

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3 (a) (i)	Credit 1 mark for a simple statement, 2 marks if developed.  <i>E.g. they take place outside normal schedules/do not run to a timetable (1) they are hired by a particular customer/group/tickets are not sold directly by the charter airline to the passengers, but by holiday companies who have chartered the flight etc (2)</i>	1 x 2  [2]	AO2
(ii)	Groups such as: tourists/sports teams/military etc	1 mark [1]	AO1
(iii)	Sources such as: Internet/websites; promotional materials/leaflets/pamphlets etc; guide books; travel agencies; travel magazines; tv programmes etc	2 x 1  [2]	AO3
(iv)	Ideas such as: take travellers cheques to exchange; take some cash (in Euros); credit/debit cards could be used	3 x 1  [3]	AO5
(v)	<b>Levels of response</b>  <b>Level 1</b> Simple statements about advantages and/or disadvantages.  <i>E.g. You can book from the comfort of home. You can get cheaper prices. You can be competitive and shop around. You cannot ask for help face to face. Some people may not trust paying over the Internet etc.</i>  <b>Level 2</b> Developed statements demonstrating sound understanding of the <b>advantages or disadvantages</b> .  <i>E.g. Advantages such as: You can easily access a vast amount of detail giving you the opportunity to shop around and get the best deal, all from the comfort of home. It means you get instant results with no waiting around or holding over the telephone while a travel agent deals with your request. Discounts are offered by many organisations for booking online, this is an incentive to travellers as it would mean extra spending money. Using the Internet takes away all the hassle – you can get instant results and responses from the touch of a button. You can put together your own ‘package’ and get the best deal to suit your individual needs. You cannot discuss requirements face to face with an expert and ask their direct advice.</i>  <b>Or disadvantages such as:</b> <i>Some people, particularly the old may not be able to use the technology required/access the Internet and may not be able/willing to pay using a credit card over the internet etc</i>	1–2  3–4	AO4

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	<p><b>Level 3</b> Comprehensive account demonstrating sound understanding of the <b>advantages and disadvantages</b>.</p> <p><i>E.g. Advantages such as:</i> You can easily access a vast amount of detail giving you the opportunity to shop around and get the best deal, all from the comfort of home. It means you get instant results with no waiting around or holding over the telephone while a travel agent deals with your request. Discounts are offered by many organisations for booking online, this is an incentive to travellers as it would mean extra spending money. Using the Internet takes away all the hassle – you can get instant results and responses from the touch of a button. You can put together your own ‘package’ and get the best deal to suit your individual needs. You cannot discuss requirements face to face with an expert and ask their direct advice.</p> <p><b>And disadvantages such as:</b> Some people, particularly the old may not be able to use the technology required/access the internet and may not be able/willing to pay using a credit card over the internet etc</p>	5–6	
(b) (i)	<p>Ideas such as:</p> <ul style="list-style-type: none"> <li>it is a quick way to get to their hotel;</li> <li>it takes them directly from the airport to their hotel;</li> <li>they would not want to take their luggage on public transport;</li> <li>it is hard to make their own way there as they do not know the city/hard to find hotel;</li> <li>cheaper than hotel transfer;</li> <li>comfortable;</li> <li>easy availability/leaves straight away/no waiting etc</li> </ul>	3 x 1	AO2
(ii)	<p><b>Levels of response</b></p> <p><b>Level 1</b> Simple statements about advantages and/or disadvantages. <i>E.g. Public transport would take away the hassle of driving. Public transport may be cheaper. Public transport may not take them ‘door to door’.</i></p> <p><b>Level 2</b> Developed statements demonstrating sound understanding of the <b>advantages or disadvantages</b>. <i>E.g. <b>Either</b> advantages such as people would be able to relax more by using public transport. They would see and enjoy more as they would not have to worry about driving and navigating on unknown routes. They would not waste time as they would need to stick to the printed times of public transport timetables. They would be able to drink alcohol and travel on public transport/avoids risk of drinking and driving etc.</i></p> <p><i>Or disadvantages such as they would have less flexibility. They might not get to remote places as public transport would be more likely to stick to popular areas. Public transport could be crowded and uncomfortable at certain times of the day.</i></p>	1–3  4–6	AO2

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	<p><b>Level 3</b> Comprehensive account demonstrating sound understanding of the <b>advantages and disadvantages</b>.</p> <p><i>E.g. Advantages such as people would be able to relax more by using public transport. They would see and enjoy more as they would not have to worry about driving and navigating on unknown routes. They would not waste time as they would need to stick to the printed times of public transport timetables. They would be able to drink alcohol and travel on public transport/avoids risk of drinking and driving etc.</i></p> <p><b>and</b> disadvantages such as they would have less flexibility. They might not get to remote places as public transport would be more likely to stick to popular areas. Public transport could be crowded and uncomfortable at certain times of the day.</p>	7–8	
		[8]	

4 (a)	<p>Advantages such as: it is much faster/more efficient to make a booking; it gives the opportunity to check availability instantly/up to date/real time information; it offers a greater capacity of response to customers; ability to search greater quantities of information etc</p>	2 x 1	AO3
		[2]	
(b)	<p>MAX of 4 on either section.</p> <p><b>Baggage allowances</b> Ideas such as: 20/25kg hold baggage; usually 2 pieces; accept correct references to dimensions for dev mark; 1 piece of cabin baggage/5 kg max; one smaller item/handbag/camera case/briefcase/ laptop computer</p> <p><b>Check in procedures</b> Ideas such as: check in at least 1.5/2 hours before flight; identify check in desk; present tickets; show passport; have luggage weighed/check in luggage; ensure it is within baggage limit/pay excess; get boarding pass etc</p>	6 x 1	AO6
		[6]	
(c)	<p>1 mark for each type of cover along with 1 mark for an appropriate reason. Ideas such as: medical cover (1) to pay the cost of medical care whilst abroad (2); personal accident (1) to pay cost of emergency medical assistance (2); personal possessions (1) to enable compensation if possessions are lost/stolen (2); repatriation (1) to pay for return to UK in the event of illness/injury/death (2); cancellations (1) to enable refund of money if cancellation through ill health (2); delays (1) to enable compensation for flight delays (2) etc</p>	3 x 2	AO5
		[6]	



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(d) (i)	Ideas such as: scheduled/run to a time table; vehicles often transported; relatively cheap; food/drinks/entertainment available on board; sleeping often catered for etc	3 x1  [3]	AO2
(ii)	<p><b>Levels of response</b></p> <p><b>Level 1</b> Simple statements that identify advantages and/or disadvantages.</p> <p><i>Ferry would be cheaper. Ferry would enable them to sightsee. Ferry would be relaxing. Ferry takes longer. Seas might be rough, ferry be not be comfortable etc</i></p> <p><b>Level 2</b> Developed statements relating to the <b>advantages or disadvantages</b> with sound understanding demonstrated.</p> <p><i>E.g. <b>Either</b> Advantages such as: Ferry would be cheaper, saving them 125 Euros. Ferry would enable them to sightsee as they leave Athens/approach Crete. Ferry would be relaxing as they could read/sleep for 8 hrs whilst travelling so be refreshed when they arrive.</i></p> <p><i><b>Or</b> disadvantages such as: Ferry takes longer and this would reduce the time they have to sightsee in Crete. Seas might be rough and they may suffer sea sickness; ferry be not be comfortable, especially if they are on deck for 8 hrs.</i></p> <p><b>Level 3</b> Developed statements relating to the <b>advantages and disadvantages</b> with an evaluation attempted.</p> <p><i>E.g. Advantages such as: Ferry would be cheaper, saving them 125 Euros. Ferry would enable them to sightsee as they leave Athens/approach Crete. Ferry would be relaxing as they could read/sleep for 8 hrs whilst travelling so be refreshed when they arrive.</i></p> <p><i><b>And</b> disadvantages such as: Ferry takes longer and this would reduce the time they have to sightsee in Crete. Seas might be rough and they may suffer sea sickness; ferry be not be comfortable, especially if they are on deck for 8 hrs.</i></p>	1–3  4–6  7–8  [8]	AO2